



Visual Management Guide

United States
Department of
Agriculture

Office of
Communications

Design Center

August 1996

The USDA Symbol Its Purpose and Use

USDA



Introduction

The USDA Symbol

A new symbol has been created for the Department and approved by the Secretary for use. It stands for all of USDA's activities in its mission areas and agencies.

The symbol was created in conjunction with the Department's recent reorganization. When used appropriately, it will give consistent identity to the Department, increase public perception of the value of USDA information products, and bring economy of scale to visual information work.

Source

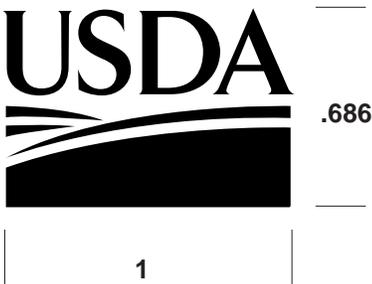
The symbol resulted from a collaborative effort of private and public sector team members working through an objective process. Over 21,000 existing agriculture-related symbols were reviewed. Approximately 20 new symbol designs were created and modified before a working committee made its recommendation. The Secretary made the final selection.

The symbol is a graphic representation of the foundation of all agriculture, the soil. The Department's initials are the most recognizable element and unique to the U. S. Department of Agriculture. These two elements combined form the new symbol. It has been tested for use across all media.

The USDA Seal

The USDA seal was created in 1895. It was adapted for use as a general identifier with publication of the Department's *Visual Management Manual* in 1980. The seal will maintain a role within the Department's information system. Generally, it will be relegated for use on legal materials, in the Office of the Secretary, and for other functions as may be determined. The seal is being withdrawn from use as a departmental identifier on information products.

When To Use the Symbol



For reference, the proportion of the symbol is 1: .686. It is to be reproduced only from camera-ready art supplied by the Office of Communication's Design Center. Do not attempt to recreate it in any manner.

When To Use

The symbol is designated for display on information products of the Department throughout all media.

When Not To Use

The symbol is not to be used to constitute warranty of private sector products, organizations, or their endeavors. It shall never be displayed or presented in a manner that suggests that the Department recommends one product or project over another without written permission from the Office of Communications.

The USDA Signature

Typical Application

The new symbol, when used with the Department's name, becomes the Department's signature. These examples show the proper use of the USDA signature. The typeface to be used with the symbol is Helvetica.



United States Department of Agriculture

Farm and Foreign Agricultural Services

Foreign Agricultural Service

Used With Other Symbols

Position

When used with other symbols of the Department, the USDA symbol takes the dominant position. It is placed to the left or above agency symbols. When used in conjunction with symbols of other public and private sector partners, it is desirable for the USDA symbol to have equal placement.



Used With Intervening Descriptions

Special Conditions

For signs and special situations, other descriptions may come between the symbol and the Department's name.



The Symbol's Color

One Color

The USDA symbol is designated for use in one or two colors. When reproduced in one color, it shall be the color of that ink or paint. When "reversed" (dropped out) of a color, it shall be the color of the paper, material, paint, laminate, embedment, or other application.

Two Colors

The official colors for the USDA symbol are dark purple for the letters USDA, and dark green for the soil graphic. The two colors are specified in the Pantone Matching System (PMS), a standard in the printing and graphic arts industry. When paint, laminates, or other applications are used, match the PMS as specified by the manufacturer. The colors are:

Four-color Process

For four-color process printing, the PMS colors are "built" out of the standard four-color printing inks—cyan, yellow, magenta, and black, specified as CYMK. Four-color process printing to match PMS is:

PMS 288 = Cyan 100%, yellow 0%, magenta, 65%, and black 30%.

PMS 343 = Cyan 100%, yellow 69%, magenta 0%, and black 60%.

PMS 288 (100%)
Dark purple

PMS 343 (100%)
Dark green



The Symbol Reversed

Reverse or Isolate the Symbol

For one-color printing, reverse (drop out) the symbol. For multiple-color printing, isolate the symbol in a box so it is not in conflict with the background colors.



One-color reproduction—reverse the symbol.



Multiple-color reproduction—
isolate the symbol.

Electronic Formats

Platforms

The symbol is available on disk in Macintosh and PC platforms. Contact the Design Center, Office of Communications.

Internet

The symbol is on the Internet for use on home pages and other electronic display. Do not use the Internet version for printing. It is a low-resolution bit-mapped version not suitable for reproduction. Use

the camera-ready art provided with this guide or contact the Design Center for other reproducible materials.